



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 849071

Schedule Dates 08/20/12-08/26/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Rachael,Beale
Phone/Fax (573) 651-0964 /
CPE 11633
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 08/17/12
Last Modified 08/17/12
Entered By Bridget Hurst
CO-OP No
Headline # 8/20-8/26
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,177.50
Net Total \$23,672.50
Sales Tax

St. Louis (KMOV) (KMOV)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|--------------------|
| Aug. 2012 | 16 | \$27,850.00 |
| Grand Total: | 16 | \$27,850.00 |

INCOMPLETE CONTRACT

Due to: Pending line Approvals

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|-------|--------------------------------|-------------------|-----|--------|------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|----------------------------------------------------|---------|
| 1.0 | Normal Line / SPOT | 08/21/12-08/21/12 | 3 | 1:00 | 20015- News @ 6am M-F | | | 1 | | | | | | 1 | \$600.00 | \$600.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 2.0 | Normal Line / SPOT | 08/20/12-08/24/12 | 3 | 1:00 | 131968- CBS This Morning | | 1 | | 1 | | 1 | | | 3 | \$400.00 | \$1,200.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 3.0 | Normal Line / SPOT | 08/23/12-08/23/12 | 3 | 1:00 | 20023- News @ 12noon M-F | | | | | 1 | | | | 1 | \$900.00 | \$900.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 4.0 | Normal Line / SPOT | 08/20/12-08/20/12 | 3 | 1:00 | 28663- Dr. Phil | | 1 | | | | | | | 1 | \$1,000.00 | \$1,000.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 5.0 | Normal Line / SPOT | 08/21/12-08/21/12 | 3 | 1:00 | 20054- News @ 5pm M-F | | | 1 | | | | | | 1 | \$1,600.00 | \$1,600.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 6.0 | Normal Line / SPOT | 08/23/12-08/23/12 | 3 | 1:00 | 20055- News @ 6pm M-F | | | | | 1 | | | | 1 | \$1,600.00 | \$1,600.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 7.0 | Normal Line / SPOT | 08/25/12-08/25/12 | 3 | 1:00 | 20103- News @ 6pm Sa | | | | | | | 1 | | 1 | \$800.00 | \$800.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 8.0 | Normal Line / SPOT | 08/24/12-08/24/12 | 3 | 1:00 | 20053- Entertainment Tonight | | | | | | 1 | | | | \$2,000.00 | | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 8.0.1 | Closed Preempt | 08/24/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - revise to tp | |
| 9.0 | Normal Line / SPOT | 08/21/12-08/21/12 | 3 | 1:00 | 107454- NCIS : Los Angeles | | | 1 | | | | | | 1 | \$4,000.00 | \$4,000.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 10.0 | Normal Line / SPOT | 08/26/12-08/26/12 | 3 | 1:00 | 107455- Good Wife | | | | | | | | 1 | 1 | \$6,000.00 | \$6,000.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 11.0 | Normal Line / SPOT | 08/20/12-08/23/12 | 3 | 1:00 | 20062- News @ 10pm M-F | | 1 | | | 1 | | | | 2 | \$3,400.00 | \$6,800.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
| | | | | |



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|------|--------------------------------|-------------------|-----|--------|---------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|----------|---------|
| 12.0 | Normal Line / SPOT | 08/24/12-08/24/12 | 3 | 1:00 | 20063- Late Show with David Letterman | | | | | | 1 | | | 1 | \$900.00 | \$900.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 13.0 | Normal Line / SPOT | 08/22/12-08/22/12 | 3 | 1:00 | 20027- Inside Edition | | | | 1 | | | | | 1 | \$450.00 | \$450.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |
| 14.0 | M/G For 8.0.1 / SPOT | 08/24/12-08/24/12 | 3 | 1:00 | 6:30P- 7P (CT) | | | | | | 1 | | | 1 | \$2,000.00 | \$2,000.00 | St. Louis (KMOV) (KMOV) | | 8/17/12 |

CONFIRMATION CONTRACT

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